

Communication Request Form

Name/Contact person _____ Date Submitted _____

Product Type _____ Budget Available for Product _____

Timeframe/Target Date _____ Revisions/Resubmit Date _____

Goals and Objectives

What are your goals for creating product (i.e. educational, informational, services)?

What objectives are tied to each of the goals (realistic, measurable, objective)?

What are your key messages?

Audience

Identify your primary and secondary target/intended audience(s).

Identify any unintended audience(s).

Information Needs of Audience

What does your audience currently know?

What does your audience want to know?

What desired action do you want your audience to take as a result of your effort?

Distribution Plan

What is your distribution plan?

What is the quantity needed?

Other Considerations:

Implications/precautions beyond the Health Department?

Web specific issues

Is information appropriate for web or does it need to be modified for web (i.e. more concise, bullets, subtitles)? List changes needed to modify for web.

What other information is already on web that can be linked to?

What is the familiarity of your audience with using computer / With using web?

Are there any co-sponsors of the web information involved?

Who are the staff resources to create web-based information / To update information?

List the key words in the A-Z health topic list audiences will use to find your information.

Review and Approval: (initial all that apply)

Approved:

_____ Associate Director _____ date

_____ Medical Director (if medically oriented material) _____ date

_____ Communication Unit Manager (Disease Prevention or Family Health) _____ date

_____ Chief DOH Health Communications _____ date

Communication Request Form/Revision Work Sheet

Timeframe:

What is the date by which the “product” is needed?

Budget:

What resources are available to complete the job?

Are there limits as to when the money must be spent?

Product Type:

- Educational Materials: Brochure, Poster, Bus Card, Other
- Public Relations: Press Release, Fact Sheet, Advertisements, Public Notices, Special Events, Others
- Reports: Annual Reports, Special Reports

Goal(s):

What is the reason you are preparing this product?

What do you hope to accomplish?

Is the development of this “product” a requirement of your funding agent?

Objective(s):

What specifically do you hope to achieve for each goal? Objectives should be realistic, measurable, and time bound.

Key Messages:

What are the three main messages you want to convey in the “product”?

Target Audience:

Who do you want to read the product?

How did you determine your target audience?

What special considerations need to be addressed – language, readability?

What is the size of the target audience?

What impact will this product have on individuals outside of your primary target group (Unintended audience)?

Information Needs of Audience:

What does your defined audience know about the issue?

What positive and/or negative impressions does the target audience have about your issue?

What do they want to know about the issue?

After exposure to your “product”, what specific action(s) do you want the audience to take?

Distribution Plan:

Where will the audience encounter the “product”?

What channels will you use to get the product to the intended audience?

Other Considerations:

Black and White versus Color

Graphics to be included

Others

Any implications/precautions beyond the Department:

Who are your partner(s) and what specific requirements do they have?

What if any strong/negative reaction to this communication project?